

Item #:	
Fiscal Impact:	N/A
Funding Source:	
Account #:	
Budget Opening Required:	

**ISSUE:**

Approve an Ordinance amending Section 11-5-102 of Title 11 of the West Valley City Municipal Code by changing the Temporary Sign Ordinance to allow for an additional banner for businesses that may be impacted by road widening projects.

**SYNOPSIS:**

Staff is proposing an additional type of temporary sign to help accommodate those businesses that may not have the visibility they usually have along well traveled corridors during road widening projects. This amendment is to attempt to aid businesses in keeping their clientele at its full potential.

**BACKGROUND:**

With the widening of 3500 South, it became apparent that some businesses may be without a permanent monument sign for part or all of the time the road is being widened in front of their business. This sign would allow businesses an extra temporary sign while road widening projects are in front of their business. This sign would have to be a banner and could be placed anywhere on the business' property. Staff has not met with Chamber West President, but does not foresee this text change arising any concerns as it is with respect to the business owners' success that staff is proposing this text change.

In addition this text change would strike a line that indicates that a permit is required for all temporary signs. We would still require a permit for inflatable signs, but other temporary signs should not require a permit.

**RECOMMENDATION:**

Staff recommends that the City Council approve the zone text change to allow for an additional temporary sign during road widening projects.

**SUBMITTED BY:**

John Janson  
Hannah Thiel